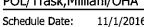
POL/Trask, Mililani/OHA



Spot Length(s): Book:

Author:

HAWAII NOW

KGMB

11/1/2016 - 11/4/2016

:30

HAWAII 2016 MAY '16 (sell)

Mike Perkins

Book: HAWAII 2016 MAY '16

Acct. Exec: Mike Perkins 808-847-9647x9 Phone #:

The Nielsen Copyright statement at the bottom of this worksheet is not applicable. The ratings contained in this campaign schedule were derived from Marshall Marketing data.

Flight Dates: 11/1/2016-11/4/2016 W SSA Program Spot Time Length NO P25-54 k Spots 1 RTG 8 KGMB HAWAII NEWS NOW 10P M-F 3 *9.8 1 \$500.00 :30 3 Mo-Fr 10:00p-10:30p \$1,500.00 Cost

Total Cost: \$1,500.00

General Summary (SSA P25-54 SA.RTG)

ſ	Name	Spots	Cost	Grps	Imp(000)	CPP	СРМ	Reach	Freq	Eff Reach	Net Reach	Рор
Ī	KGMB	3	\$1,500.00	29.4	167.1	\$51.02		23.5	1.3	0.0	133,650	568,239